

CLAIMS

What is claimed is:

- 1        1. A method for providing enhanced advertising of a 2-D video broadcast,  
2 comprising:  
3            receiving the 2-D video broadcast containing a 2-D advertisement having  
4            an image;  
5            identifying the image within the advertisement;  
6            looking-up a matching 3-D object in an image library; wherein the library  
7            comprises one or more 3-D objects; and  
8            using the matching 3-D object to generate an advertisement, wherein the  
9            advertisement has a 3-D highlighted rendering of the image.

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2        2. The method according to claim 1, wherein there are one or more images  
within the 2-D advertisement.

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2        3. The method according to claim 1, further comprising using a look-up table to  
identify the matching 3-D object.

1       4.     The method according to claim 3, further comprising displaying the  
2     advertisement on a display device, comprising a television, computer monitor,  
3     and liquid crystal display.

1       5.     The method according to claim 4, further comprising overlaying the image  
2     with the matching 3-D object.

1       6.     The method according to claim 5, wherein overlaying the image further  
2     comprises:

3              overlays specular lighting; and  
4              overlays shading.

1       7.     A system for providing enhanced advertising of a 2-D video broadcast,  
2     comprising:

3              means for receiving the 2-D video broadcast containing a 2-D  
4              advertisement having an image;  
5              means for identifying the image within the advertisement;  
6              means for looking-up a matching 3-D object in an image library; wherein  
7              the library comprises one or more 3-D objects; and

8 means for using the matching 3-D object to generate an advertisement,  
9 wherein the advertisement has a 3-D highlighted rendering of the  
10 image.

- 1 8. The system according to claim 7, wherein there are one or more images  
2 within the 2-D advertisement.
- 1 9. The system according to claim 7, further comprising means for identifying the  
2 matching 3-D object.
- 1 10. The system according to claim 9, further comprising means for displaying  
2 the advertisement on a display device, comprising a television means, computer  
3 monitor means, and liquid crystal display means.
- 1 11. The system according to claim 10, further comprising means for  
2 overlaying the image with the matching 3-D object.
- 1 12. The system according to claim 11, wherein means for overlaying the  
2 image further comprises:  
3 means for overlaying specular lighting; and

4 means for overlaying shading.

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13. A computer-readable medium having stored thereon a plurality of instructions for providing enhanced advertising of a 2-D video broadcast, said plurality of instructions when executed by a computer, cause said computer to perform:

5 receiving the 2-D video broadcast containing a 2-D advertisement having

6 an image;

7 identifying the image within the advertisement;

8 looking-up a matching 3-D object in an image library; wherein the library  
9 comprises one or more 3-D objects; and

10 using the matching 3-D object to generate an advertisement, wherein the  
11 advertisement has a 3-D highlighted rendering of the image.

1 14. The computer-readable medium of claim 13 wherein there are one or  
2 more images within the 2-D advertisement.

1 15. The computer-readable medium of claim 13 having stored thereon  
2 additional instructions, said additional instructions when executed by a computer,

3 cause said computer to further perform using a look-up table to identify the  
4 matching 3-D object.

1 16. The computer-readable medium of claim 15 having stored thereon  
2 additional instructions, said additional instructions when executed by a computer,  
3 cause said computer to further perform displaying the advertisement on a display  
4 device, comprising a television, computer monitor, and liquid crystal display.

1 17. The computer-readable medium of claim 16 having stored thereon  
2 additional instructions, said additional instructions when executed by a  
3 computer, cause said computer to further perform overlaying the image  
4 with the matching 3-D object.

1 18. The computer readable medium according to claim 17, having stored  
2 thereon additional instructions, said additional instructions when executed by a  
3 computer to perform overlaying the image, cause said computer to further  
4 perform:  
5 overlaying specular lighting; and  
6 overlaying shading.

- 1           19. A set top box for generating 3-D enhanced advertising from 2-D video  
2 broadcasts, comprising:  
3           a processor coupled to a bus; and  
4           a storage device coupled to the bus, wherein the storage device is configured to  
5           store a library of 3-D objects;  
6           wherein the processor receives the 2-D video broadcast containing a 2-D  
7           advertisement having an image; identifies the image within the  
8           advertisement; looks-up a matching 3-D object in the library; and  
9           uses the matching 3-D object to generate an advertisement,  
10          wherein the advertisement has a 3-D highlighted rendering of the  
11          image.
- 1           20. The set top box of claim 19, wherein one or more images are within the  
2           advertisement.
- 1           21. The set top box of claim 20 wherein the processor uses a look-up table to  
2           identify the matching 3-D object.

- 1        22. The set top box of claim 21, further comprising a display device that  
2            displays the enhanced advertisement, wherein the display device  
3            comprises a television, a computer monitor, and a liquid crystal display.

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